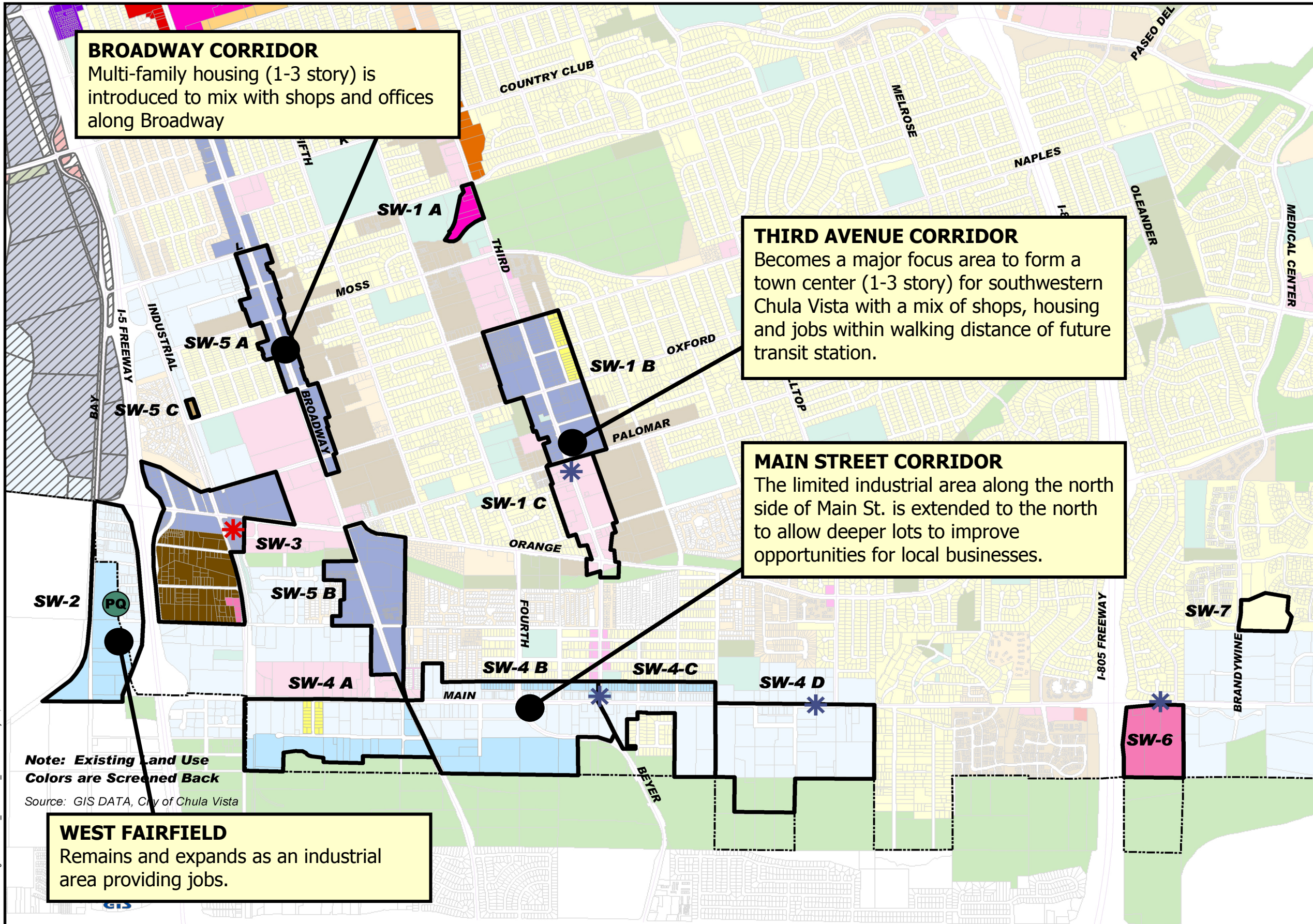


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**BROADWAY CORRIDOR**  
Multi-family housing (1-3 story) is introduced to mix with shops and offices along Broadway

**THIRD AVENUE CORRIDOR**  
Becomes a major focus area to form a town center (1-3 story) for southwestern Chula Vista with a mix of shops, housing and jobs within walking distance of future transit station.

**MAIN STREET CORRIDOR**  
The limited industrial area along the north side of Main St. is extended to the north to allow deeper lots to improve opportunities for local businesses.

**WEST FAIRFIELD**  
Remains and expands as an industrial area providing jobs.

**Note: Existing Land Use Colors are Screened Back**  
Source: GIS DATA, City of Chula Vista

**CITY OF CHULA VISTA**  
**SOUTHWEST**  
**ALTERNATIVE 2**

**LEGEND**

**RESIDENTIAL**

- LOW
- LOW MEDIUM
- LMV LOW MEDIUM VILLAGE
- MEDIUM
- MEDIUM HIGH
- HIGH
- URBAN CORE

**COMMERCIAL**

- RETAIL
- VISITOR
- PROFESSIONAL & OFFICE

**MIXED USE**

- MIXED USE COMMERCIAL
- MIXED USE (OFFICE, RETAIL & MULTI-FAMILY)
- MIXED USE TRANSIT FOCUS AREA (TFA)

**INDUSTRIAL**

- LIMITED INDUSTRIAL
- RESEARCH INDUSTRIAL
- GENERAL INDUSTRIAL

**PUBLIC, QUASI PUBLIC & OPEN SPACE**

- PUBLIC & QUASI PUBLIC
- PARKS & RECREATION
- OPEN SPACE PRESERVE
- OPEN SPACE RECREATION
- OPEN SPACE
- PROPOSED FREEWAY COVER
- WATER

**SPECIAL PLAN AREA**

- RES RESORT
- SCC SPECIALTY CONFERENCE CENTER
- VC VILLAGE CORE
- EUC EASTERN URBAN CENTER
- BAYFRONT PLANNING AREA

**TRANSIT STATION**

- EXISTING
- PROPOSED

**JANUARY 9, 2004**